

Apprenticeship – Customer Service (Level 2 and 3)

The Customer Service Apprenticeship will improve the skills of those learners responsible for the delivery of a quality service on behalf of their customers. The aim of the qualification is to develop the strengths necessary to provide a reliable customer service and deliver a level of performance which will ultimately aid career progression.

Apprenticeship – Customer Service (Level 2)

The Apprenticeship is designed for those people who are:

- working within a customer service role who want to improve their skills,
- hoping to enter a customer service role and develop the necessary skills,
- intending to gain a qualification which formally recognises their achievements.

To achieve the Apprenticeship, the learner must complete 7 units including the 2 mandatory units of the Customer Service NVQ Level 2.

Mandatory units (Complete both units)

- Prepare yourself to deliver good customer service
- Provide good customer service within the rules

Optional units (Complete 5)

- Give customers a positive impression of yourself and your company
- Deal with customers in writing or using ICT
- Deliver reliable customer service
- Resolve customer service problems
- Develop customer relationships

(The above optional units are examples. There are 17 units available)

Advanced Apprenticeship – Customer Service (Level 3)

The Advanced Apprenticeship is designed for those people who:

- are in a supervisory role within Customer Service and looking to develop their skills.
- wish to gain a qualification that formally recognises their abilities.
- are responsible for the delivery and performance of a team.

To achieve the Advanced Apprenticeship, the learner must complete 8 units including the 2 mandatory units of the Customer Service NVQ level 3.

Mandatory units (Complete both units)

- Understand customer service to improve service delivery
- Know the rules to follow when developing customer service

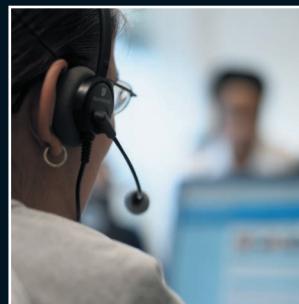
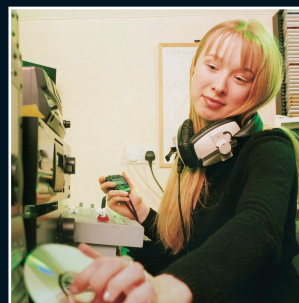
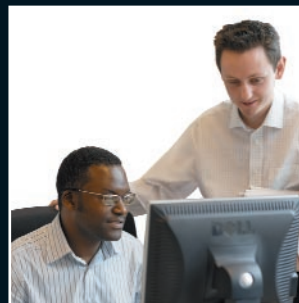
Optional units (Complete 6)

- Make the customer service personal
- Organise the delivery of reliable customer service
- Improve the customer relationship
- Monitor and solve customer service problems
- Work with others to improve customer service

(The above optional units are examples. There are 18 units available)

Technical Certificate – Customer Service (Level 2 and 3)

In order to achieve an Apprenticeship, learners will also need to complete the Customer Service Technical Certificate and possibly literacy and/or numeracy skills.



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David Sherlock, Chief Inspector Adult Learning Inspectorate

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Framework

In order to complete the Apprenticeship programme, each learner must successfully achieve a 'framework'. The framework is a nationally recognised group of vocational qualifications, which together, make up the full Apprenticeship qualification and includes the following:

- NVQ
- Technical Certificate
- Key Skills or Skills for Life

Work based learning is built around practical experience with an employer and appropriate training arranged by McArthur Dean Training. In this way, the learner gets the knowledge, skills and experience to achieve the relevant NVQ, Key Skills and Technical Certificate, to complete the Apprenticeship framework.

Technical Certificate

The Technical Certificate is a key component of the Apprenticeship programme and is designed to provide a clear understanding of the world of work. Training for the qualification is normally delivered in the training centre on a day-release basis.

Important issues are covered including, for example, the various types of organisations and their structures, rights and responsibilities, data protection and human resources.

Entry Requirements

The Apprenticeship is open to anyone with a strong commitment to learning, to at least level 2. The Advanced Apprenticeship is available for those who would like to work towards a level 3 qualification, or above. The entry requirement for the advanced level is either a minimum of 5 GCSE passes at grade C or higher, an NVQ level 2, or relevant work experience and a good initial assessment result. Unfortunately, the Apprenticeship is not available to those individuals with a degree.

What is an Apprenticeship?

Apprenticeships and Advanced Apprenticeships combine work and training to offer a programme, which includes:

- a wage of a minimum of £80.00 per week
- a real job with an employer
- a nationally recognised framework of vocational qualifications.

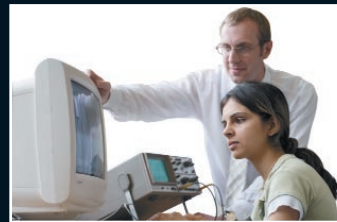
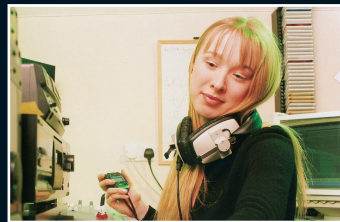
The Apprenticeships form a key part of work based learning, which leads to a framework of qualifications. Quite simply, they are a partnership between the employer, learning provider and the learner. Apprenticeships are available to learners of all ages ranging from school and college leavers (sixteen to twenty four years of age) to the Adult Apprenticeship (twenty five years plus).

The Apprenticeship offers benefits to those learners who:

- are taking the first steps of their career
- may be looking to move into a new occupation
- are hoping for career progression
- need formal training to support practical knowledge
- want to broaden their expertise
- would like to increase knowledge and confidence

The Apprenticeship programme will provide the learner with the basic knowledge, skills and experience required to enable them to confidently complete a variety of tasks within their job.

The Advanced Apprenticeship, is for those learners with more responsibility in their job role.



NVQ

An NVQ, or National Vocational Qualification, is a nationally recognised qualification, which is available at various achievement levels. It is designed in order to provide each learner with the chance to show what they can do at work and the skills they have developed in order to carry out their role.

The achievement of an NVQ is proof of competence to do the job rather than just write about it. Each learner is accredited for the skill levels and experience they achieve both in their job and through the training provided, which is then used as part of the overall evidence collected during the training programme itself. Once the relevant training has been undertaken, learners will then be able to put the skills gained into practice. Due to the practical nature of an NVQ, assessments of each learner are also carried out within the workplace on a regular basis.

Key Skills

Key Skills in literacy and numeracy enable employees to be competent and confident at work and are just as relevant to young people starting their careers as they are to those adults established in their roles.

Key Skills are an essential part of the Apprenticeship programme. In addition to the work skills required for a particular job, there are other abilities needed to complete the tasks satisfactorily.

Many employers now require the people they recruit to have something extra. They want literacy and numeracy skills. All of the Apprenticeship programmes include Key Skills because they demonstrate a person can communicate both orally and in writing and tackle numerical problems.

Funding Available

Many of the services offered are available free of charge or subsidised, as they involve government funding. Programmes, which attract funding, include the Apprenticeship and Train to Gain.

Equal Opportunities

The key objective of Equal Opportunities is to provide what many of us would describe as 'a level playing field' for differing groups and individuals. With this in mind, it is therefore the policy of McArthur Dean Training management and staff to:

'Deliver services to all our customers in a way which respects individual differences, helps to overcome disadvantages due to ethnicity, gender, age or disability and achieve the best possible outcome for them'.

Progression Routes

